IN THE CLAIMS

1. (Currently Amended) A method of advertising to a user of a terminal,

comprising:

displaying content on a bistable display;

transmitting an indication of user inactivity;

receiving an advertisement <u>via one of an Internet or a digital video</u>

<u>broadcast network</u>;

displaying the advertisement on the display; and

removing power to the display, wherein the advertisement remains on the

display after power has been removed.

2. (Original) The method of claim 1 wherein the display is a bistable reflective

display.

3. (Original) The method of claim 1 further comprising:

receiving the content; and

detecting a predetermined period of user inactivity with respect to the

content.

4. (Original) The method of claim 3 wherein the content and advertisement are

received via the Internet.

5. (Previously Presented) The method of claim 3 wherein the content and

advertisement are received via a digital video broadcasting – terrestrial (DVB-T) receiver.

6. (Original) The method of claim 1 wherein the content is a page of an electronic

book and further comprising:

detecting a page turn at a particular time,

wherein the period of user inactivity begins with the time of the page turn and ends a predetermined time later.

7. (Original) The method of claim 1 wherein the advertisement remains on the display for an extended period of time after power has been removed.

8. (Original) The method of claim 1 further comprising:

displaying a different advertisement on the display after a predetermined period of time.

9. (Original) The method of claim 1 wherein the advertisement replaces the content on the display.

10. (Original) The method of claim 1, further comprising:

removing power to the display after displaying the content, wherein the content remains on the display after power has been removed.

11. (Original) The method of claim 1, further comprising:

adding power to the display to clear the content and display the advertisement.

12. (Original) The method of claim 1 further comprising:

transferring content to a second terminal.

13. (Original) The method of claim 12 further comprising:

notifying an advertisement server of the content transfer.

14. (Original) The method of claim 13 wherein the advertisement server is notified via a content server.

15. (Original) The method of claim 13 wherein notifying the advertisement server of the content transfer includes transmitting an identification of the transferred content and the second terminal.

16. (Original) The method of claim 15 wherein the identification of the second terminal is an Internet protocol (IP) address.

17. (Original) The method of claim 1 further comprising:

receiving information about other terminals that are in close proximity of the terminal; and

transmitting the information to an advertisement server.

18. (Original) The method of claim 17 wherein the information about other terminals that are in close proximity of the terminal is received via a low power radio frequency connection.

19. (Original) The method of claim 18 wherein the connection is a Bluetooth connection.

20. (Previously Presented) A method of advertising to a user of a mobile terminal comprising:

receiving an advertisement at the time of downloading content;

displaying the content on a bistable display;

detecting user inactivity with respect to the content;

displaying the advertisement on the display; and

removing power to the display, wherein the advertisement remains on the display after the power has been removed.

21. (Original) The method of claim 20 further comprising:

receiving a plurality of advertisements at the time of downloading content;

wherein the advertisement displayed is randomly selected from the plurality of advertisements.

22. (Original) The method of claim 20 wherein the display is a bistable reflective display.

23. (Original) The method of claim 20 further comprising:

receiving the content; and

detecting a predetermined period of user inactivity with respect to the content.

24. (Original) The method of claim 23 wherein the content and advertisement are received via the Internet.

25. (Previously Presented) The method of claim 23 wherein the content and advertisement are received via a digital video broadcasting – terrestrial (DVB-T) receiver.

26. (Original) The method of claim 20 wherein the content is a page of an electronic book and further comprising:

detecting a page turn at a particular time,

wherein the period of user inactivity begins with the time of the page turn and ends a predetermined time later.

27. (Original) The method of claim 20 wherein the advertisement remains on the display for an extended period of time after power to the display has been removed.

28. (Original) The method of claim 20 further comprising:

displaying a different advertisement on the display after a predetermined period of time.

29. (Original) The method of claim 20 wherein the advertisement replaces the content on the display.

30. (Original) The method of claim 20, further comprising:

removing power to the display after displaying the content, wherein the content remains on the display after power has been removed.

31. (Original) The method of claim 20, further comprising:

adding power to the display to clear the content and display the advertisement.

32. (Original) The method of claim 20 further comprising:

transferring content to a second terminal.

33. (Original) The method of claim 32 further comprising:

notifying an advertisement server of the content transfer.

34. (Original) The method of claim 33 wherein the advertisement server is notified via a content server.

35. (Original) The method of claim 33 wherein notifying an advertisement server of the content transfer includes transmitting an identification of the transferred content and the second terminal.

36. (Original) The method of claim 35 wherein the identification of the second terminal is an Internet protocol (IP) address.

37. (Original) The method of claim 20 further comprising:

receiving information about other terminals that are in close proximity of the terminal; and

transmitting this information to an advertisement server.

38. (Original) The method of claim 37 wherein the information about other terminals that are in close proximity of the terminal is received via a low power radio frequency connection.

39. (Original) The method of claim 38 wherein the connection is a Bluetooth connection.

40. (Original) The method of claim 20 wherein the advertisement is a hyperlink on text.

41. (Previously Presented) A method of advertising to a user of a terminal having a bistable display, comprising:

storing content;

storing advertisements linked to the stored content;

receiving a request for content from the user terminal;

transmitting the requested content to the user terminal;

receiving an indication of user inactivity at the user terminal with respect to the requested content;

selecting an advertisement linked to the requested content;

transmitting the selected advertisement to the user terminal for display;

receiving notice that the terminal has transferred the requested content to a second terminal having a bistable display; and

in response to the notice, transmitting the advertisement linked to the requested content to the second terminal.

42. (Original) The method of claim 41 wherein the advertisement is transmitted via the Internet.

43. (Previously Presented) The method of claim 41 wherein the advertisement is transmitted via a digital video broadcasting – terrestrial (DVB-T) transmitter.

44. (Original) The method of claim 41 wherein the advertisement is randomly selected from a plurality of advertisements.

45. (Original) The method of claim 41 wherein the advertisement is a hyperlink.

46. (Cancelled)

47. (Previously Presented) The method of claim 41 wherein the notice includes an identification of the transferred content and the second terminal.

48. (Previously Presented) The method of claim 41 wherein the advertisements are linked to the transferred content.

49. (Original) The method of claim 41 further comprising:

receiving information about other terminals that are in close proximity of the terminal; and

transmitting advertisements to the other terminals.

50. (Currently Amended) An apparatus for advertising, comprising:

a memory device storing a program; and

a processor in communication with the memory device, the processor operative with the program to:

display content on a bistable display;

transmit an indication of user inactivity;

receive an advertisement <u>via one of an Internet or a digital video broadcast network</u>;

display the advertisement on the display; and

remove power to the display, wherein the advertisement remains on the display after power has been removed.

51. (Previously Presented) An apparatus for advertising to a user of a mobile terminal, comprising:

a memory device storing a program; and

a processor in communication with the memory device, the processor operative with the program to:

receive an advertisement at the time of downloading content;

display the content on a bistable display;

detect user inactivity with respect to the content;

display the advertisement on the display; and

remove power to the display, wherein the advertisement remains on the display after the power has been removed.

52. (Previously Presented) A system for advertising to a user of a user terminal having a bistable display, comprising:

a memory device storing a program; and

a processor in communication with the memory device, the processor operative with the program to:

store content;

store advertisements linked to the stored content;

receive a request for content from the user terminal;

transmit the requested content to the user terminal;

receive an indication of user inactivity at the user terminal with respect to

the requested content;

select an advertisement linked to the requested content;

transmit the selected advertisement to the user terminal for display;

receive notice that the terminal has transferred the requested content to a

second terminal having a bistable display; and

in response to the notice, transmitting an advertisement linked to the

requested content to the second terminal.

53. (Currently Amended) A method of advertising to a user of a terminal,

comprising:

displaying content on a bistable display;

transmitting an indication of user inactivity;

receiving an advertisement via one of an Internet or a digital video

broadcast network;

displaying the advertisement on the display; and

removing power to the display after displaying the advertisement, wherein

the advertisement remains on the display after power has been removed and wherein power

remains removed until user activity is detected.

54. (New) A method of advertising to a user of a terminal having a bistable

display, comprising:

storing content;

storing advertisements linked to the stored content;

receiving a request for content from the user terminal;

transmitting the requested content to the user terminal;

selecting an advertisement linked to the requested content; and

transmitting the selected advertisement to the user terminal for display.

55. (New) The method of claim 54, further comprising:

receiving an indication of user inactivity at the user terminal with respect to the requested content; and

in response to receiving the indication of user inactivity, performing the steps of selecting an advertisement linked to the requested content and transmitting the selected advertisement to the user terminal.

56. (New) The method of claim 54 wherein the selected advertisement is transmitted separately from the requested content.

57. (New) The method of claim 54, wherein the advertisement is a hyperlink embedded in the requested content.

58. (New) The method of claim 54 further comprising:

after a predetermined period of user inactivity at the user terminal has expired, receiving a request for a new advertisement to replace the advertisement currently displayed on the user terminal; and

transmitting the new advertisement to the user terminal for display in lieu of the advertisement currently displayed.

59. (New) The method of claim 54 further comprising:

updating a record associated with the user terminal to reflect that the content has been transmitted to the user terminal.

60. (New) The method of claim 54 wherein the content is stored in a content server and the advertisements linked to the stored content are stored in an advertisement server and further comprising:

the content server notifying the advertisement server that the content has been transmitted to the user terminal; and

the advertisement server,

selecting the advertisement linked to the requested content; and

transmitting the selected advertisement to the user terminal.

61. (New) A system for advertising to a user of a user terminal having a bistable display, comprising:

a memory device storing a first program; and

a content processor in communication with the memory device, the content processor operative with the first program to:

store content;

store advertisements linked to the stored content;

receive a request for content from the user terminal;

transmit the requested content to the user terminal; and

a memory device storing a second program; and

an advertisement processor in communication with the memory device, the advertisement processor operative with the second program to:

select an advertisement linked to the requested content; and

transmit the selected advertisement for display on the user terminal.

62. (New) The system of claim 61,

wherein the content processor is further operative with the first program to:

notify the advertisement processor that the content has been transmitted to

the user terminal, and

wherein the advertisement processor is further operative with the second program

to:

in response to being notified that the content has been transmitted to the

user terminal, perform the steps of selecting an advertisement linked to the requested content and

transmitting the selected advertisement.

63. (New) The system of claim 61,

wherein the content processor is further operative with the first program to:

receive an indication of user inactivity at the user terminal with respect to

the requested content; and

notify the advertisement processor of the indication of user inactivity; and

wherein the advertisement processor is further operative with the second program

to:

in response to receiving the indication of user inactivity, perform the steps

of selecting an advertisement linked to the requested content and transmitting the selected

advertisement.

64. (New) The system of claim 61 wherein the selected advertisement is

transmitted separately from the requested content.

65. (New) The system of claim 61, wherein the advertisement is a hyperlink embedded in the requested content.

66. (New) The system of claim 61 wherein the advertisement processor is further operative with the second program to:

after a predetermined period of user inactivity at the user terminal has expired, receive a request for a new advertisement to replace the advertisement currently displayed on the user terminal;

select a new advertisement linked to the requested content; and

transmit the new advertisement for display on the user terminal in lieu of the advertisement currently displayed.

67. (New) The system of claim 61 wherein the content processor is further operative with the first program to:

update a record associated with the user terminal to reflect that the content has been transmitted to the user terminal.

68. (New) The system of claim 61 wherein the content processor and the advertisement processor are the same processor.